

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
----- 032504

R 061105Z AUG 76  
FM AMEMBASSY PRAGUE  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 765  
AMEMBASSY BELGRADE  
AMEMBASSY BERLIN  
AMEMBASSY BUCHAREST  
AMEMBASSY BUDAPEST  
AMEMBASSY MOSCOW  
AMEMBASSY SOFIA  
AMEMBASSY VIENNA  
AMEMBASSY WARSAW

UNCLAS SECTION 1 OF 2 PRAGUE 2251

COMMERCE FOR BEWT/TPD (THOMPSON), VIENNA FOR USEWTD0 AND AGATT

E.O. 111652: N/A

TAGS: BEXP, CZ

SUBJECT: TRADE PROMOTION: EIGHT PROPOSED TSS'S

REF: (A) USDOC 12514, (B) USDOC 12459, (C) USDOC 12457,  
(D) USDOC 12456, (E) USDOC 12443, (F) USDOC 12220,  
(G) USDOC 12118, (H) PRAGUE 1969, (I) PRAGUE 1782,  
(J) USDOC 10907

1. SUMMARY: EMBASSY COMMENTS ON EIGHT TECHNICAL SALES  
SEMINARS PROPOSED FOR NOVEMBER, 1976 - SEPTEMBER, 1977  
PERIOD. WE BELIEVE SIX SEMINARS IN FIVE MONTHS (FEB-JUNE) ARE  
TOO MANY. EMBASSY QUERYING LOCAL OFFICIALS, BUT MANY NOW  
AWAY ON VACATION. SEMINARS TENTATIVELY RANKED AS MOST  
ATTRACTIVE, PROMISING OR DUBIOUS. ACTION REQUESTED:  
MORE DETAILS ON MACHINE TOOL TSS; ADVICE ON WHETHER  
POLLUTION CONTROL TSS CAN BE RESCHEDULED IF IT COMES  
TO CZECHOSLOVAKIA. END SUMMARY.

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2. COMMERCE HAS RECENTLY PROPOSED FOLLOWING EIGHT

TECHNICAL SALES SEMINARS (TSS'S) FOR CZECHOSLOVAKIA

DURING NOVEMBER , 1976 - SEPTEMBER, 1977 PERIOD:

- (A) MACHINE TOOLS, NOVEMBER 17-20 (REF (B))
- (B) MEDICAL EQUIPMENT, FIRST TWO WEEKS OF FEBRUARY (REF (J));
- (C) AUTOMATED BUILDING SYSTEMS, MARCH (REF (F));
- (D) TEXTILE MACHINERY, APRIL (REF (G));
- (E) BUSINESS MACHINES, MAY (REF (A));
- (F) IRRIGATION EQUIPMENT, MAY (REF (D));
- (G) HERBICIDES AND PESTICIDES, JUNE (REF (C)); AND
- (H) AIR AND WATER POLLUTION CONTROL EQUIPMENT, SEPTEMBER (REF (E)).

3. EMBASSY MUST EVALUATE SEMINARS NOT ONLY INDIVIDUALLY BUT ALSO AS A SERIES. ON LATTER BASIS, SIX SEMINARS IN SPACE OF FIVE MONTHS (FEB THROUGH JUNE) CLEARLY SEEMS BEYOND CAPABILITIES OF EMBASSY TO PROMOTE AND SUPPORT PROPERLY. WE MIGHT ALSO ANTICIPATE RESISTANCE OF SOME LOCAL OFFICIALS (CHAMBER OF COMMERCE, MINISTRY OF FOREIGN TRADE, ETC.) TO SUCH AN INTENSIVE SCHEDULE OF USG-SUPPORTED VISITS. WE TRIED TO APPRAISE EACH TSS ON INDIVIDUAL MERITS AS WELL. THIS INVOLVES JUDGMENT OF HOW WELL A GIVEN SEMINAR WOULD MESH WITH PRIORITY TRADE PROMOTION THEMES IDENTIFIED BY REF (I) AND REACTIONS OF LOCAL OFFICIALS AND FROM POSSIBLE SPONSORING ORGANIZATIONS, FTO'S, END USERS, ETC.

4. DUE TO ABSENCE ON SUMMER VACATION OF MANY OF THESE OFFICIALS, THIS EVALUATION HAS BEEN SLOW AND IS NOT YET COMPLETE. HOWEVER, WE HOPE FOLLOWING COMMENTS ON THESE EIGHT SEMINARS WILL ASSIST COMMERCE IN ITS PLANNING. TIMING COMMENTS ARE BASED ON ASSUMPTION NO MORE THAN FOUR SEMINARS WILL ACTUALLY BE SCHEDULED FEBRUARY THROUGH JUNE.

(A) MACHINE TOOLS: TST, LOCAL MACHINE TOOL TRUST, IS INTERESTED IN THIS TSS BUT HAS REQUESTED MORE INFORMATION ON PAPAERS TO BE DELIVERED AND LIST OF SPECIFIC MACHINE TOOLS TO BE DISCUSSED. EMBASSY ACCEPTS NOVEMBER 17-20 AS DEFINITE DATES

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AND REQUESTS MORE DETAILS PER TST QUERY.

(B) MEDICAL EQUIPMENT: AS PREVIOUSLY REPORTED (REF (H)), MINISTRY OF GENERAL ENGINEERING HAS REGISTERED INTEREST, PARTICULARLY IN X-RAY AND HEART DIAGNOSTIC EQUIPMENT. WIDE RANGE OF DOMESTIC AND CEMA PRODUCTION IN THIS FIELD POSES POSSIBLE PROBLEM OF NON-IMPORTABILITY FROM WEST AND WOULD REQUIRE US TO CONCENTRATE ON ADVANCED TECHNOLOGY EQUIPMENT.

EMBASSY MUST DISCUSS FURTHER WITH NATIONAL MINISTRIES  
OF HEALTH AND FTO'S. FIRST HALF FEBRUARY PRESENTS  
NO PROBLEM.

(C) AUTOMATE BUILDING SYSTEMS: MATEJKA,  
DIRECTOR OF PSMAS (ADVISORY BOARD FOR MECHANIZATION  
AND AUTOMATION OF CONSTRUCTION), TOLD US AUG 4  
THAT LOCAL INTEREST EXISTS IN THREE-DIMENSIONAL  
(I.E. MODULAR) BUT NOT IN TWO-DIMENSIONAL (E.G.  
ON-SITE CONCRETE PANELS, ETC.) BUILDING  
SYSTEMS. CZECHOSLOVAKIA ALREADY SUFFERS FROM TOO  
MANY OF LATTER (APPROX. 26 DIFFERENT SYSTEMS),  
SEVERAL PREVIOUSLY IMPORTED FROM WEST EUROPE, AND  
FROM TOO HIGH A PERCENTAGE OF LOCAL HOUSING  
CONSTRUCTION ALREADY BEING BUILT WITH SUCH SYSTEMS.  
MATEJKA SPECIFICALLY INTERESTED IN CONCRETE MODULAR  
SYSTEMS AND, DESPITE FACT IT IS TWO-DIMENSIONAL,  
SPAN-DECK SYSTEM IN U.S. FOR PRODUCING LONG  
CONCRETE PANELS AND CUTTING THEM TO SPECIFICATIONS  
IN FACTORY. MARCH TIMING IS ACCEPTABLE, BUT OTHER  
WINTER MONTHS PREFERABLE.

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
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R 061105Z AUG 76  
FM AMEMBASSY PRAGUE  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 766  
AMEMBASSY BELGRADE  
AMEMBASSY BERLIN  
AMEMBASSY BUCHAREST  
AMEMBASSY BUDAPEST  
AMEMBASSY MOSCOW  
AMEMBASSY SOFIA  
AMEMBASSY VIENNA  
AMEMBASSY WARSAW

UNCLAS SECTION 2 OF 2 PRAGUE 2251

COMMERCE FOR BEWT/TPD (THOMPSON), VIENNA FOR USEWTD0 AND AGATT

(D) TEXTILE MACHINERY: WE HAVE AUG 9 APPOINTMENT SET TO DISCUSS THIS WITH INVESTA (FTO) OFFICIALS. PROSPECTS LOOK GOOD, BUT DOMESTIC AND CEMA COMPETITION WOULD REQUIRE US TO TAILOR TSS COVERAGE TO INCLUDE MACHINERY WHICH CZECHOSLOVAKS MUST OBTAIN FROM THE WEST. APRIL TIMING SEEMS REASONABLE.

(E) BUSINESS MACHINES: WE HOPE TO DISCUSS THIS SOON WITH KOVO (FTO) AND OTHER OFFICIALS. SINCE THIS WAS THEME OF USATECH AT BRNO FAIR LAST SEPTEMBER, WE WOULD NEED TO AVOID DUPLICATION. NOTWITHSTANDING THE ABOVE, OUR INTIAL REACTION IS POSITIVE, AND MAY TIMING (EXCEPT FOR MAY 1 AND 9 HOLIDAYS) SEEMS SUITABLE.

(F) IRRIGATION EQUIPMENT: SERIOUS DROUGHT THIS YEAR UNDOUBTEDLY HAS ENKINDLED SOME LOCAL INTEREST, BUT WE WONDER WHETHER SCARCITY OF HARD CURRENCY MIGHT NOT PRECLUDE IMPORTS FROM WEST. EMBASSY QUERYING AGATT IN VIENNA AND WILL APPROACH LOCAL OFFICIALS. TIMING COMMENTS: SAME AS (E).  
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(G) HERBICIDES AND PESTICIDES: WE ARE ALSO QUERYING AGATT ON THIS PROPOSAL AND WILL DISCUSS IT WITH LOCAL OFFICIALS. PRESENT FIVE-YEAR PLAN STRESSES PUSH FOR AGRICULTURAL SELF-SUFFICIENCY, BUT WE ARE NOT CERTAIN THIS PRESENTS SIGNIFICANT IMPORT POSSIBILITIES FOR THESE PRODUCTS. WINTER TIMING WOULD SEEM PREFERABLE TO JUNE.

(H) POLLUTION CONTROL EQUIPMENT: CZECHOSLOVAKIA HAS VERY GRAVE AIR AND WATER POLLUTION PROBLEMS, OF WHICH LOCAL AUTHORITIES ARE WELL AWARE. WHETHER THEY ARE WILLING TO MAKE SIZEABLE HARD CURRENCY INVESTMENT REQUIRED TO DEAL WITH PROBLEMS, IS DOUBTFUL. TO DATE, THEY HAVE LARGELY CHOSEN TO STUDY POLLUTION RATHER THAN TO RECTIFY IT. WE WILL DISCUSS THIS WITH LOCAL OFFICIALS. SEPTEMBER TIMING WOULD BE EXTREMELY DIFFICULT FOR US DUE TO BRNO FAIR, AND WE URGE COMMERCE TO RESCHEDULE IT IF THIS TSS COMES TO CZECHOSLOVAKIA.

5. TO SUM UP, EMBASSY TENTATIVELY RATES EIGHT SEMINARS AS FOLLOWS:

(A) MOST ATTRACTIVE: MACHINE TOOLS, MEDICAL EQUIPMENT, TEXTILE MACHINERY;

(B) PROMISING: BUSINESS MACHINES, POLLUTION CONTROL EQUIPMENT;

(C) DUBIOUS: BUILDING SYSTEMS, IRRIGATION EQUIPMENT, HERBICIDES AND PESTICIDES.

6. ACTION REQUESTED: PLEASE PROVIDE MORE INFORMATION ON MACHINE TOOLS TSS, SPECIFICALLY LIST OF TOOLS TO BE DISCUSSED AND TITLES OF PAPERS AS SOON AS POSSIBLE. ALSO, ADVISE WHETHER POLLUTION CONTROL TSS CAN BE RE-SCHEDULED FROM SEPTEMBER IF IT COMES TO CZECHOSLOVAKIA.  
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